

# Communication and Rhetoric

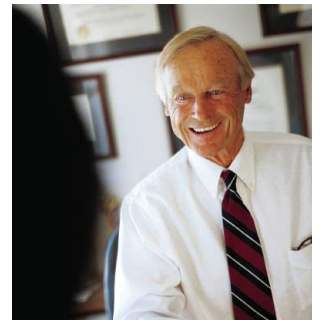
## Seminar objectives

The participants

- Learn the background of good and clear communication and how to reduce misunderstanding
- Learn about the part of relationship and the part of information in their communication
- See the difference of their intention “what to say” and the result “what is heard (and interpreted)”
- Work on a clearer communication to reach their goals
- Know the difference of verbal and nonverbal communication and the subconscious messages they send
- Learn about the strength of hypnotic language patterns
- Learn the effects and results of generalisation
- Learn how to listen
- Learn what it means to take self-responsibility in communication
- Work on their communication regarding – what message / information they give
- when what how to whom
- Get to know, what tells communication about a person?

## Contents

- Background knowledge of communication
- Verbal and nonverbal Communication
- Hypnotic communication patterns
- Generalization
- Meta language and language patterns
- Interpretation of messages
- Self-responsibility
- Active listening
- Rhetoric



## Methods

- Lectures
- Group work
- Single work
- Exercise
- Case studies

## Organisation

- Target Groups
  - Managers
  - Persons in Leadership function and others
- Period
  - 2 days